

Downtown Ashland Betterment Coalition
 Board Meeting Minutes
 Date: October 5, 2022

Call to Order:

The meeting was called to order at 8:35a.m. by Lars Van Zandt at the City Hall Community Room.

Roll Call:

Board Member	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Lars Van Zandt	2022										Y		
Izzy Smith	2022										Y		
Galen Wilhoit	2022										Y		
Tracy Titmus	2022												
Brittney Harty	2022										Y		
Brandon Glascock	2022												
Alicia Ozenburger	2022										Y		
Claire Linzie	2022												
Jay Berendzen	2022										Y		
	2022												

Ex-Officio Members	Year	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Melissa Old	2022												
Kyle Michel	2022										Y		
Gabe Edwards	2022												
Marsha Lessley	2022												
Jesse Wheadon	2022												
Bill Lloyd	2022												
Chris Felmlee	2022												

Introduction of Guests

1. Debbi Mudd
2. Mike Freese
3. _____

Additions to Agenda

1. _____
2. _____
3. _____

Approval of the Minutes:

Motion to approve September meeting minutes 1st Galen Wilhoit, 2nd Alicia Ozenberger

We did discuss the following:

Checking with In Any Event about the costs of pots, plants and maintenance for planters for the downtown businesses. Also, working with FFA students, Sentinel and the Boy Scouts.

Kyle Michel brought up the annual 4th of July parade that is normally handled by Walk In Faith Church. They do not want to organize and asked if the City would take it over. Discussion on whether or not this would be a good first project for the group. But since we did not have a quorum we would need to email the rest of the board for input and votes.

Treasurer's Report:

Checking account at River Regions has been established. The president and treasurer have access to the account. Paypal and venmo accounts have been set up to collect donations. Currently the Ashland Betterment Coalition has \$700 in it.

Committee Reports:

Design: Lars and fundraising committee have been working on finalizing details for the Taste of Ashland photo bingo happening October 29th.

Economic Vitality: Galen & Izzy are meeting to submit the quarterly report next week. Kyle Michel confirmed via email Lanit has relocated from downtown.

Promotion: Brittney is preparing to post meeting minutes online for the public. Debbi Mudd has joined ABC as a volunteer and is running the instagram working on spotlighting and visiting local businesses. Debbi and Brittney are working together to get the ABC instagram and facebook linked together.

Question: What businesses are we promoting? (Businesses in our territory, business in Ashland, or business in Southern Boone County)

Organization: ABC board is waiting for an update from Tracy in regard to the filing for a 501(c)3

Reported Training Hours: none reported. Izzy reminded everyone to track their hours for any and all related to ABC.

Executive Reports (President, Vice-President, Ex-Officio): none

Old Business:

Announcement: Logo has been complete and being is being used for marketing and available in the shared drive.

Announcement: All methods to receive donation are established (bank account and PO Box, paypal, venmo)

Announcement: Facebook, Instagram and our website are set up. Make sure to be engaging with posts.

The plans for the fundraiser are nearing finalization. 26 businesses/organizations have offered locations for a stop on the 'bingo' board. The event will be 11am-3pm. Pre-sale of the boards is active for \$7 or \$10 the day of. The fundraising committee has also had great feedback from businesses and organizations for prize donations. The activity mimics bingo, but is a board that must be satisfied by completing an activity/photo at each designated location. Prizes will be given to 1st, 2nd and 3rd place for filing their board the quickest.

Izzy has still been working with Jessica at In ANY Event on logistics for planters. Izzy and Jessica are working together to contact businesses and individuals who might be interested in donating materials. Izzy spoke with Mrs. Hammett (ag/FFA program director) and they are interested in building the planters. Mrs. Hammett was going to explore grant opportunities that could cover their cost of material to then donate the complete planter. The goal is to have 10 planters in place with plants by April. Kyle Michel confirmed there is no permission we need from the city to place planters- that is up to each property owner. We are looking for volunteers to maintain the planters weekly, the idea of reaching out to the garden club was presented. Izzy is contacting them.

The new board members have been added to the roll call.

We are still waiting on a 501(c)3 filing update.

New Business:

The group needs volunteers for the day of the fundraiser event (October 29th). Ideally, we have volunteers at the beginning/sign in at the YMCA and at the ending location at City Hall. These members will be answering questions, collecting donations, handing out photo boards, and collecting completed boards.

Members of ABC were asked to brainstorm contacts they have for material donations for planters once we have a finalized plan of action. Izzy has followed up with Rebekah Hammett to get an update on the expected time frame to apply for a grant and potentially receive funds.

Break out groups created action plans for 4 potential projects for the future.

1. Planters (projected completion April 2023)
2. Community Board (approved by board 7/6/2022, projected completion TBD)
3. 4th of July parade (2023)
4. Santa land (December 2022, need board approval by November meeting)
 - a. Kyle Michel suggested the group contact the Park Board and work on an event alongside the Christmas parade and tree lighting

Other Business/Announcements:

Kyle Michel suggested we have a representative present the progress and future plans for ABC at the Board of Alderman Meeting on October 18th.

Adjourn:

Motion was made by Izzy and Lars to adjourn the meeting. The meeting was adjourned at 10:05 a.m.

Next Board Meeting:

Our next meeting is scheduled for November 1st at 8:00am in the City Hall Community Room.